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The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Jan 15


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# Broadcasting Jan 15

Vol. 118 No. 3


**NATPE, New Orleans style...** Financial interest and syndication rules will be hot topic at annual programing convention **PAGE 51.** Barter is a booming, billion dollar business. **PAGE 51.** Record crowds to gather for business and pleasure of show, with games, talk and reality seeing much of action as contenders jockey for slots on station schedules. **PAGE 62.** Agenda begins on page **PAGE 66** and updated exhibitor listing on page **67.**

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Counterprograming mini-series and movies against baseball on CBS in fall is among programing strategies outlined by NBC Entertainment chief at critics tour.

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RADIO'S SALES MEETING

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MGM/UA tells shareholders that company is for sale, but still committed to strong production slate, to tune of $170-185 million.

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NCTA flew some 20 members of Congress to Los Angeles last week for ACE awards and more.

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## BY THE NUMBERS 1

ABC's *Roseanne*, pictured, fell to third place during Week 16 in the continuing battle for the top slot against NBC's *Cosby Show*. NBC's *Cheers* tied for first for the week with *Cosby* with both programs posting a 24.2 rating. *Roseanne* had a 23.9 rating and a 34 share. According to Nielsen season-to-date figures, *Roseanne* still holds the number-one position with a 24.1/36, while *Cosby* claims a 23.7/39. That four-tenths of a rating point advantage is much slimmer than the margin of a full-point or better enjoyed by ABC's top show earlier this season.

At Week Six, *Roseanne* was 1.5 rating points ahead of *Cosby* in season-to-date rankings, 26.1/40 versus 24.6/41 for *Cosby*. At Week 11, the *Roseanne* advantage had dropped to under one point, 25.2/38 versus *Cosby*'s 24.5/41. Viewing levels drop during this part of the season, bringing season averages down as well, and should peak around Week 20 or Week 22.

According to Nielsen figures, at Week 30 of last

*"By the Numbers" continues on page 27*

## RATINGS ROUNDUP

**Week 16 □ Jan. 1–Jan. 7**

| Rank/rating | Network | Show |
|---|---|---|
| 1 | 24.2/37 | N *Cosby Show* |
| 1 ▲ | 24.2/36 | N *Cheers* |
| 3 ▲ | 23.9/34 | A *Roseanne* |
| 4 ▼ | 22.7/37 | N *Golden Girls* |
| 5 | 22.2/36 | C *60 Minutes* |
| 6 ▲ | 21.5/32 | N *Different World* |
| 7 ▲ | 21.3/32 | C *Murder, She Wrote* |
| 8 ▼ | 20.9/35 | N *Empty Nest* |
| 8 ▲ | 20.9/30 | A *Wonder Years* |
| 10 ▲ | 20.7/31 | C *Designing Women* |
| 11 ▼ | 20.5/31 | N *Dear John* |
| 12 ▼ | 18.5/27 | N *Matlock* |
| 12 | 18.5/29 | N *Orange Bowl Game* |
| 13 ▼ | 18.5/28 | N *Unsolved Mysteries* |
| 14 ▼ | 18.4/31 | N *L.A. Law* |
| 15 ▼ | 18.3/27 | A *Who's the Boss?* |
| 17 ▲ | 18.2/26 | C *Murphy Brown* |
| 18 ▼ | 17.9/26 | N *In the Heat of the Night* |
| 19 ▲ | 17.7/26 | A *Coach* |
| 20 ▼ | 17.1/27 | C *CBS Sunday Movie* |
| 21 | 16.7/30 | N *Hunter* |
| 22 ▼ | 16.4/27 | N *Amen* |
| 22 ▼ | 16.4/28 | A *Growing Pains* |
| 22 ▼ | 16.4/26 | A *Full House* |
| 22 ▲ | 16.4/26 | C *Newhart* |
| 26 ▲ | 16.0/24 | C *Major Dad* |
| 27 ▼ | 15.8/24 | A *Head of the Class* |
| 28 | 15.8/23 | A *Doogie Howser, M.D.* |
| 29 ▼ | 15.0/22 | N *Night Court* |
| 30 ▲ | 14.9/26 | N *Midnight Caller* |
| 31 ▲ | 14.7/21 | C *Doctor, Doctor* |
| 32 ▼ | 14.6/25 | A *Perfect Strangers* |
| 33 ▼ | 14.4/25 | A *Family Matters* |
| 33 ▲ | 14.4/22 | N *NBC Sunday Movie* |
| 33 ▼ | 14.4/26 | A *20/20* |
| 36 | 14.3/24 | C *Knots Landing* |
| 37 ▼ | 14.2/23 | C *Jake and the Fatman* |
| 37 ▲ | 14.2/24 | N *227* |
| 39 ▲ | 13.4/21 | A *ABC Sunday Movie* |
| 40 | 13.1/22 | C *Dallas* |
| 41 ▼ | 12.8/22 | A *Just the Ten of Us* |
| 42 | 12.5/24 | C *Candid Camera: Funny Mon.* |
| 42 ▲ | 12.5/18 | F *Married...With Children* |
| 44 ▼ | 12.4/19 | C *Rescue: 911* |
| 45 ▼ | 12.3/19 | A *Father Dowling Mysteries* |
| 46 | 12.0/16 | N *Sister Kate* |
| 47 ▲ | 11.3/19 | A *China Beach* |
| 48 ▲ | 11.1/17 | F *America's Most Wanted* |
| 48 ▼ | 11.1/17 | C *48 Hours* |
| 48 | 11.1/17 | A *Young Riders* |
| 51 | 10.6/20 | C *Falcon Crest* |
| 52 | 10.6/18 | N *Baywatch* |
| 52 | 10.6/18 | N *True Blue* |
| 54 ▲ | 10.3/16 | C *Island Son* |
| 54 ▲ | 10.5/18 | C *Paradise* |
| 54 | 10.5/18 | N *Quantum Leap* |
| 57 ▼ | 10.2/18 | C *Max Monroe* |
| 58 ▼ | 10.1/16 | C *CBS Tuesday Movie* |
| 58 ▼ | 10.1/19 | N *Mancuso, FBI* |
| 60 | 9.5/15 | N *Brand New Life* |
| 60 | 9.5/16 | A *Thirtysomething* |
| 62 ▼ | 9.4/14 | N *Ann Jillian* |
| 63 ▼ | 9.2/14 | C *Beauty and the Beast* |
| 64 ▼ | 9.1/16 | A *ABC Mystery Movie* |
| 65 ▲ | 9.1/13 | F *Totally Hidden Video* |
| 66 ▼ | 8.3/15 | A *PrimeTime Live* |
| 67 ▼ | 8.5/15 | C *Sat. Night with Connie Chung* |
| 68 ▲ | 8.4/13 | A *Free Spirit* |
| 69 ▲ | 8.2/12 | F *Open House* |
| 70 ▲ | 8.0/13 | A *Life Goes On* |
| 71 ▲ | 7.6/13 | C *Tour of Duty* |
| 72 ▼ | 7.5/13 | F *Cops* |
| 73 | 7.4/12 | A *Super Bowl* |
| 74 ▼ | 7.3/12 | A *Mission: Impossible* |
| 75 | 6.0/10 | F *Totally Hidden Video, Sat.* |
| 76 ▲ | 5.9/9 | F *Tracey Ullman Show* |
| 77 ▲ | 5.8/9 | F *21 Jump Street* |
| 78 ▲ | 5.3/8 | F *Booker* |
| 79 ▼ | 5.1/7 | F *Alien Nation* |
| 80 ▼ | 4.7/8 | F *Reporters* |
| 81 ▲ | 4.1/7 | F *Gary Shandling's Man* |

## FREEZE FRAMES: Current network standings as of Week 16, Jan 1–Jan 7

**Network averages**

| Prime time | | Evening news | |
|---|---|---|---|
| NBC: | 15.8 25.2 | CBS: | 12.0 21 |
| CBS: | 13.4 21.6 | ABC: | 11.9 21 |
| ABC: | 12.1 19.3 | NBC: | 11.0 20 |

**Demographic ratings**

| | ABC | CBS | NBC |
|---|---|---|---|
| Viewers 2+ | 8.1 | 8.3 | 10.4 |
| Women 18-49 | 8.7 | 8.6 | 10.3 |
| Men 18-49 | 7.8 | 6.2 | 9.6 |

**Season to date ratings**

| 1989–90 | | 1988–89 | |
|---|---|---|---|
| NBC: | 14.8 25 | NBC: | 15.8 26 |
| ABC: | 12.9 22 | ABC: | 13.0 21 |
| CBS: | 12.2 20 | CBS: | 12.2 20 |

# Summary of Broadcasting & Cable

*"By the Numbers" continues from page 18*

season, both *Roseanne* and *Cosby* had a 25.5 season-to-date average, then, at Week 51 (ended Sept. 10, 1989), *Cosby* had a 22/38 for 49 weeks in its timeslot, while *Roseanne* had a 22.9/34 for 17 weeks at 8:30 and a 21/34 for 26 weeks at 9.

Shifting to Week 16, NBC won with a 15.8/25.2, over CBS's 13.4/21.6 and ABC's 12.1/19.3. Together, the big three posted a 41.3 rating, which translates to 38.04 million households delivered. That number is still more than one million households shy of last season's Week 16 figure, but up about 5.7 million from this season's Week 15 figure, which included Christmas day.

While Christmas wasn't very good to CBS, the start of the new year was better for the network. In the evening news race, CBS ended ABC's winning streak by posting a 12/21 over ABC's 11.9/21. NBC had an 11/20. In addition, according to the book of days, CBS won back Sunday night when the network posted a 19.4/30.5 over NBC's 12.2/18.6 and ABC's 11.4/17.9 evening averages. For the rest of the book, NBC won five nights, Monday through Thursday and Saturday. Like CBS, ABC won only one night, Friday, which it took with a 14.5/25.3 over CBS's 11.4/20 and NBC's 10.4/18.3.

**BROADCASTING**

| SERVICE | ON AIR | CP's | TOTAL * |
|---|---|---|---|
| Commercial AM | 4,995 | 257 | 5,233 |
| Commercial FM | 4,251 | 779 | 5,030 |
| Educational FM | 1,414 | 261 | 1,675 |
| ▪ Total Radio | 10,660 | 1,297 | 11,928 |
| Commercial VHF TV | 548 | 21 | 569 |
| Commercial UHF TV | 540 | 199 | 739 |
| Educational VHF TV | 123 | 5 | 128 |
| Educational UHF TV | 225 | 23 | 248 |
| ▪ Total TV ▪ | 1,436 | 248 | 1,684 |
| VHF LPTV | 305 | 205 | 505 |
| UHF LPTV | 534 | 1,598 | 1,832 |
| ▪ Total LPTV | 634 | 1,713 | 2,337 |
| FM translators | 1,787 | 310 | 2,107 |
| VHF translators | 2,717 | 122 | 2,839 |
| UHF translators | 2,176 | 427 | 2,603 |

**CABLE†**

| | |
|---|---|
| Total subscribers | 50,177,000 |
| Annual growth | 2,900,000 |
| Total systems | 6,505 |
| Household penetration | 55.4% |
| Pay cable penetration | 28.4% |

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

# MarketScope

The Standard & Poor's 400 lost 11.25 points, closing at 399.15 on Jan. 10. The 127 stocks tracked on the Stock Index posted only 43 advances, 64 declines and 20 unchanged. The Service group went against this trend posting 10 advances, only two stocks declined and one stock remained unchanged. The top gainer for the week, in terms of total price, was the Washington Post's 'B' stock, which gained 7.5 to close at 293.75, up 2.6%. Capcities/ABC (symbol CCB) lost 23 to close at 547, a drop of 4%.

***Stock Index Notes:*** T-Toronto, A-American, N-NYSE, O-NASDAQ. Bid prices and common A stock used unless otherwise noted. P/E ratios are based on earnings per share for the previous 12 months as published by Standard & Poor's or as obtained by Broadcasting's own research.

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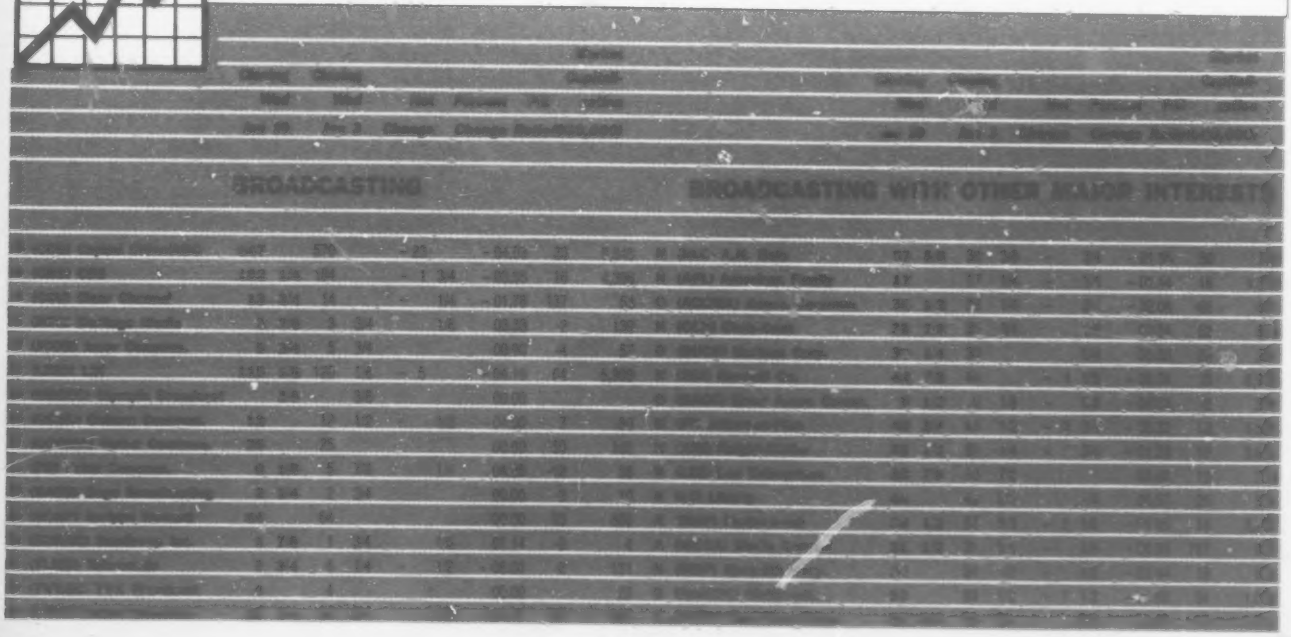

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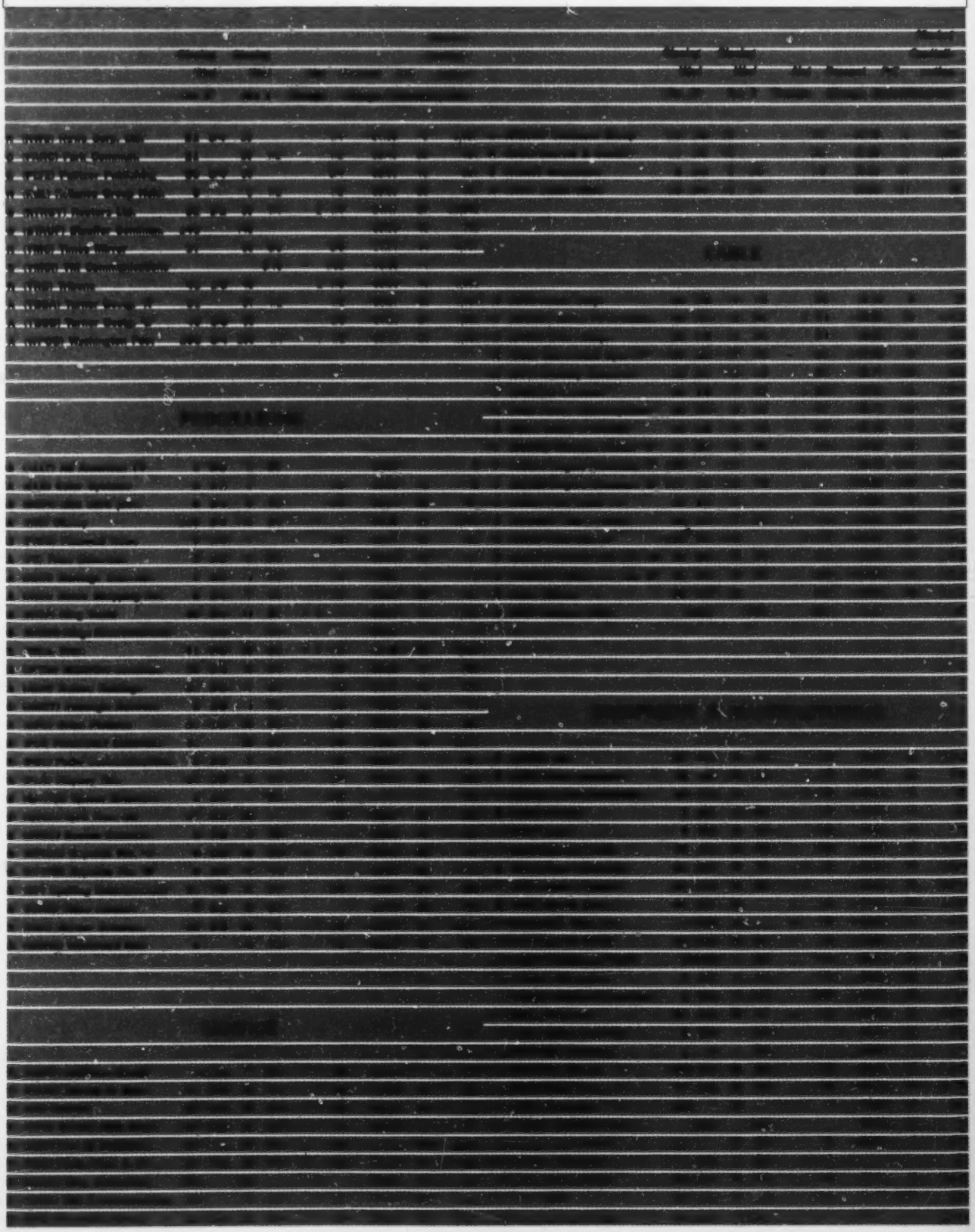

bered channel assignments to location on higher end of band. Before most recent events, Fritts and Mooney had been trying to hammer out deal on must carry language that they would then take to Congress. Basis of negotiations is inter-industry agreement on must carry with which cable says it can live. Broadcasters, however, want to go beyond it, and demanded that any legislation contain language protecting broadcaster's signal from being shifted off-channel. NCTA agreed to put broadcaster signals on over-air assignment or on channel that is mutually agreeable. But INTV argued in letter to Capitol Hill that on-channel deal offered by NCTA "would not stop the shifting but would precipitate a massive new wave of channel shifts of UHF independents and public stations currently carried on first-tier channels."

## Network Rules

Reform of FCC's financial interest and syndication rules is becoming hot item in Washington. TV producers and big three networks opened new round in war of words on subject in November, with series of letters to Congressman John Dingell (D-Mich.), chairman of the House Energy and Commerce Committee, in relation to Telecommunications Subcommittee hearing on foreign acquisitions of U.S. entertainment companies. NBC President Robert Wright wrote Dingell to argue that finsyn rules handicap networks as players in global competition between vertically integrated media conglomerates. Motion Picture Association of America head Jack Valenti and Program Producers & Distributors Committee Chairman Ralph Baruch both later wrote Dingell to sharply attack Wright letter.

Networks and Hollywood have been meeting but seem far from reaching compromise on rules. Networks say they want modification, not repeal, while MPAA has formed coalition whose aim is to preserve rules (BROADCASTING, April 24, 1989). No action on Hill or at FCC is anticipated.

In public statements, FCC Chairman Alfred Sikes and other commissioners have been encouraging negotiated settlement.

FCC's network rules are being reviewed, and several may be modified or eliminated on ground that networks now face stiff competition. At March 16, 1989, meeting, FCC rid its books of two-year limit on term of affiliation agreements between networks and stations. It has opened proceeding looking at rules prohibiting networks from representing affiliates in spot advertising market and from owning cable systems.

Proposal to eliminate network-cable crossownership ban has proved highly controversial. In comments, cable industry joined networks in calling for repeal of ban, but network affiliates and advertisers argued for its preservation.

Fox is expected to renew effort early in new year to convinc FCC that network rules should not apply to it so that it can continue to produce and syndicate programing and expand network schedule to more than 15 hours per week. Networks become subject to FCC's network rules as soon as they exceed 15-hour mark.

FCC has taken actions indicating it is disinclined to apply rules to other, smaller networks that have emerged. It ruled that financial interest and syndication rules and prime time access rules do not apply to Spanish-language Univision network, and it granted waivers of PTAR and dual network rule to Home Shopping Network.

## Public Broadcasting

Under Jan. 31 deadline to submit plan to Congress assuring most efficient use of national programing dollars, CPB reached compromise with National Association of Public Television Stations and PBS that will, beginning Oct. 1, aggregate about $100 million at PBS under authority of chief programing executive, newly created position filled by former CPB Program Fund Director Jennifer Lawson.

Announced Nov. 14, 1989, plan will contract out approximately half of CPB Program Fund (about $20 million initially) to PBS for support of continuing series), contingent on public TV stations also turning over to PBS management of their Station Program Cooperative (about $80 million in support of continuing series). Stations, PBS, CPB and minority and independent producers will be represented on 17-member PBS National Programing Policy Committee overseeing Lawson. Plan is said to better differentiate functions, with CPB undertaking new "needs assessment" information-gathering role, CPB will devote remaining Program Fund dollars to new program development, including distinct funds for independent and minority productions. PBS announced Oct. 30 that it will lease or buy up to six transponders on AT&T next-generation satellite Telstar 401 to be launched in early 1993.

Just before holiday recess, Congress passed bill containing 1992 appropriations of $251 million for CPB and $76 million for next-generation public broadcasting satellite.

On Oct. 18, 1989, Independent Television Service (ITVS) board of directors met for first time in Washington. CPB has committed to funding ITVS at $6 million plus overhead and promotion this fiscal year. CPB board in September reelected Kenneth Towery chairman and elected new vice chairman, Daniel Brenner.

## Syndex

FCC's new syndicated exclusivity rules went into effect Jan. 1 after U.S. Court of Appeals in Washington rejected cable operators' challenge of rules on constitutional grounds. Three-judge panel unanimously concluded that Congress had decided that question of protecting exclusivity that broadcasters bargain for in securing programing should be resolved by commission. And "on the record before us," panel added, "we should uphold its resolution."

Rules empower broadcasters to enforce exclusivity of programs against cable systems that import duplicative programing on distant broadcast signals.


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